

How The Greenwich Odeum Increased Donations and Enhanced Patron Engagement with AudienceView Professional

4 MIN READ



A Historic Venue with Modern Ambitions

Originally built in 1926 and reopened in 1994, The Greenwich Odeum has become a beloved cultural hub in Rhode Island. This nonprofit venue, powered by volunteers and a small team, hosts live music, films, and private events, delighting patrons with intimate seating and exceptional views.

The Challenge: Outdated Tools and Frustrated Teams

Before switching to AudienceView Professional, the Odeum's previous ticketing system was cumbersome and limited:

- Difficult event setup, even for in-person sales
- Minimal promotional tools and discount options
- Inefficient that consumed time and resources reporting

These roadblocks created unnecessary stress for staff and limited opportunities for growth in ticket sales and donations.

The Solution: AudienceView Professional

The Odeum needed a platform that could:

- Simplify event creation and ticket sales
- Integrate ticketing with fundraising and memberships
- Deliver powerful, easy-to-use reporting
- Provide a clean, mobile-friendly experience for patrons

After a demo, the team knew AudienceView Professional was the right fit. Six weeks later, they were live and selling tickets—with their custom seating chart and patron data fully migrated.

Fundraising & Engagement Made Simple

With AudienceView Professional, the Odeum unlocked powerful tools that were previously out of reach:

Integrated Donations: Ask for contributions during the ticket purchase flow

Automated Acknowledgments: Thank donors instantly and accurately

Campaign Tracking: Monitor performance and manage pledges with ease

Revenue also grew through cross-sell opportunities and new promotional options, helping attract and retain patrons.

Data-Driven Insights

Customizable, automated reporting saves time and delivers clear insights. Reports can even be scheduled for external stakeholders, ensuring transparency and efficiency.

Looking Ahead

Next up: enhancing the Odeum's membership program by allowing members to book complimentary tickets online—a move that will boost retention and revenue.

“AudienceView Professional has made it significantly easier to run our operation in terms of setting up events, conducting reporting and creating promotional codes. Additionally, the system has improved our ability to collect donations and engage with our patrons, helping us grow our business further.”

– **Amanda Ronchi, General Manager, The Greenwich Odeum**